



Seafood Labelling

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It is Waitrose policy to **only** source fish and shellfish from sustainable and well managed fisheries or from responsibly farmed aquaculture operations.



Communication and working together is key to developing a sustainable approach



The Waitrose 4 Point Plan



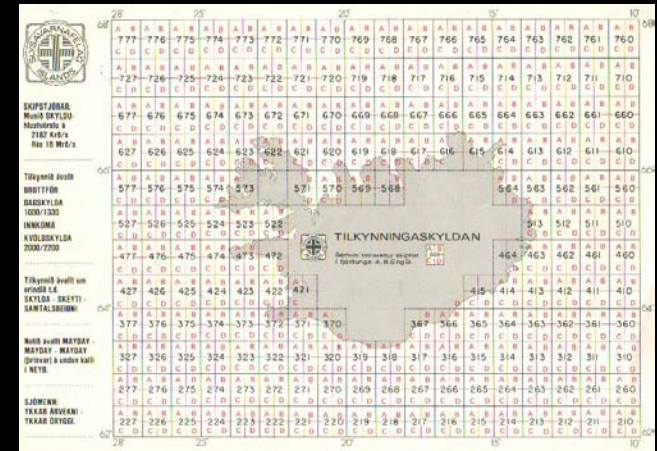
- Be a species that is not regarded as threatened or endangered.
- Be caught from a well managed fishery
- Be caught using responsible fishing methods.
- Be fully traceable from catch to consumer

Species



- ☒ Dogfish
- ☒ Orange roughy
- ☒ Whitebait
- ☒ Ling
- ☒ Ribaldo
- ☒ Atlantic Hake
- ☒ Atlantic Halibut
- ☒ Wild caught tropical prawns
- ☒ North Sea Cod
- ☒ Atlantic skate
- ☒ Marlin
- ☒ Wild Atlantic salmon
- ☒ Bluefin tuna
- ☒ Big eye tuna
- ☒ Sturgeon products
- ☒ Shark
- ☒ Antarctic Tooth fish

Fisheries



Fishing Methods

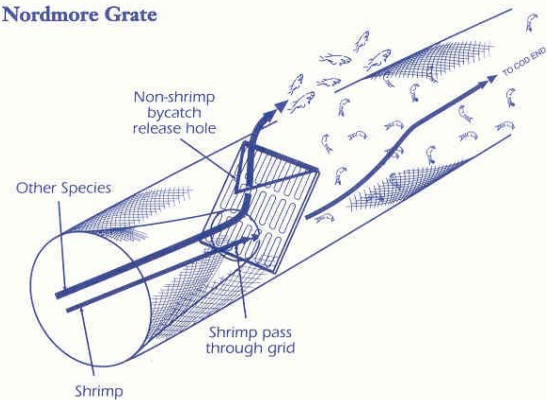
- ✓ Pole and line
- ✓ Long line
- ✓ Hand line
- ✓ Seine netting
- ✓ Gill netting
- ✓ Some Purse seining
- ✓ Jigging
- ✓ Creel/pots
- ✓ Dive caught



By-catch/Discards



The Nordmore Grate



Sustainable Alternatives

- Fresh Cornish Pollock
- African Tilapia
- Fresh Icelandic Coley
- Icelandic whiting



Specifications



“Big Fish produce many times more offspring than small ones so they are vital to sustaining healthy populations in the sea. There is little chance of recovery while most fish get taken before they have had a chance to reproduce”

Professor Callum Roberts, University of York

Third Party accreditation



**“one of the easiest ways
for consumers to identify
the best environmental
choice in seafood is
through the Marine
Stewardship Council
label”**

Source – World Wildlife Fund 2006



Waitrose



Shared Responsibilities for the Future



Governments
Scientists
Conservation Groups



Catching Sector

Processors

Retailers



What should Eco Labels include?

- Stock Management of target species
 - Catch timing/seasonality
- Bycatch/Discards
- Impact on the environment
 - Physical environment
 - Ecosystem
 - Energy/pollution

But is labelling the way forwards at all?

- All the research shows that consumers are comforted by but.....
 - **DO NOT UNDERSTAND LOGOS**
 - **DO NOT UNDERSTAND ISSUES**
- Should the base criteria be set by legislation to ensure sustainability delivered?
- Bells and whistles added by additional logos, retailer stances etc?

A photograph of a seafood market display. In the foreground, there are several white trays containing different types of seafood, including what appears to be cooked fish, shellfish, and other prepared items. Each tray has a small white label with text and prices. In the background, there are more trays and a large display of fresh fish, including salmon and other species, also with labels. A green rectangular box is overlaid on the center of the image, containing white text. The text reads: "Sustainability is too important to leave it to the market".

“Sustainability is too important to leave it to the market”